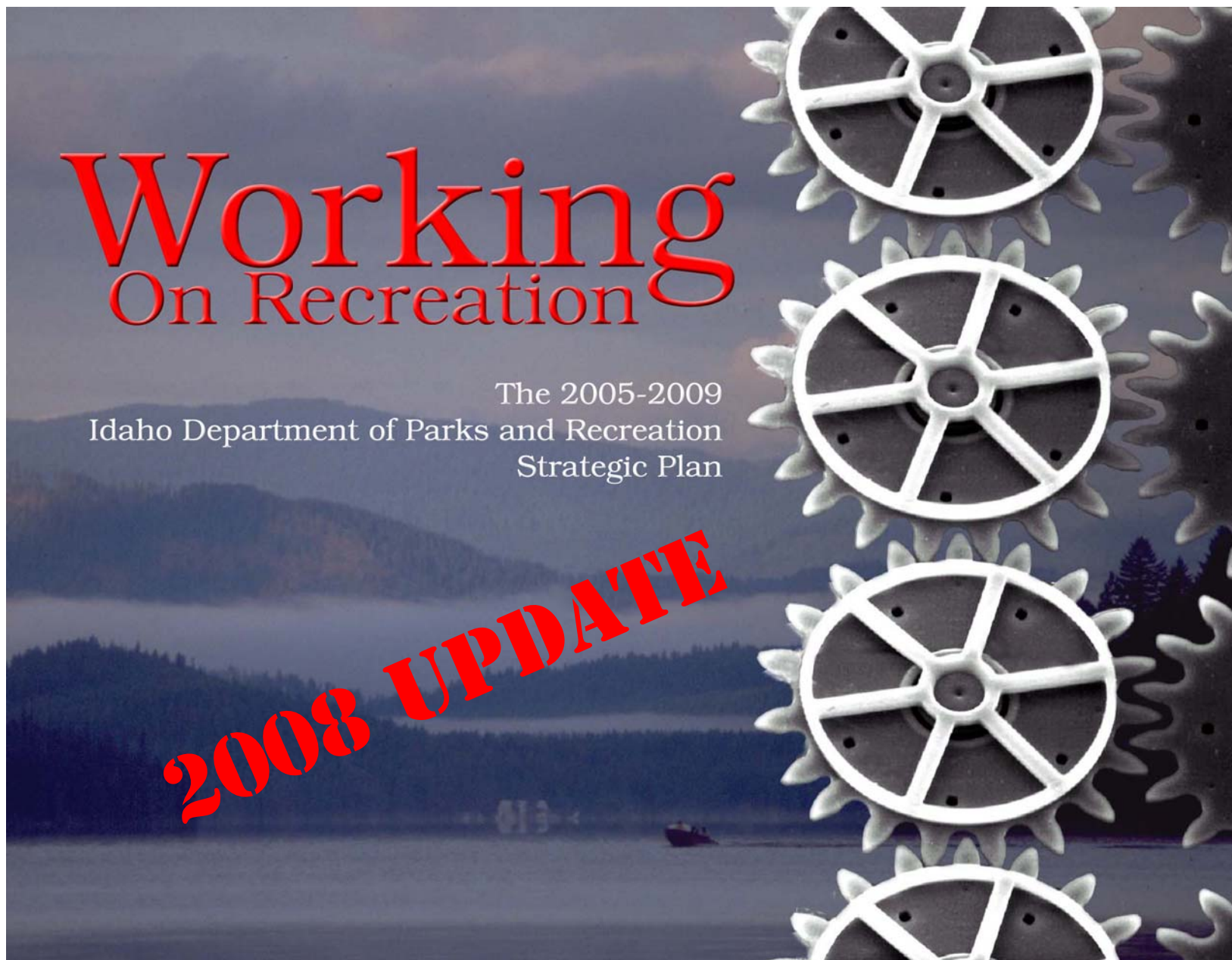
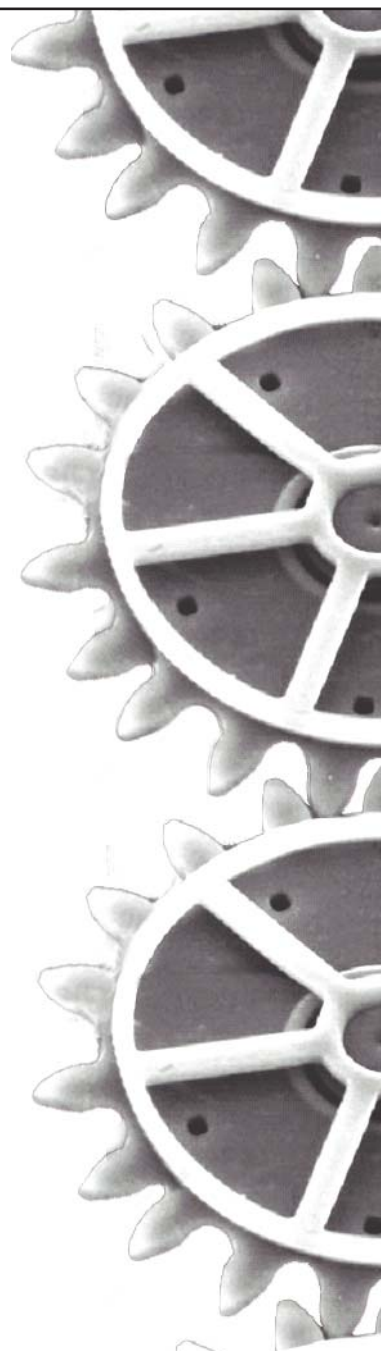


Working On Recreation

The 2005-2009
Idaho Department of Parks and Recreation
Strategic Plan

2008 UPDATE







Mission
*To improve the
quality of life in Idaho
through outdoor
recreation and
resource stewardship.*

good
Work

C.L. "Butch" Otter
Governor
State of Idaho



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2008 Update

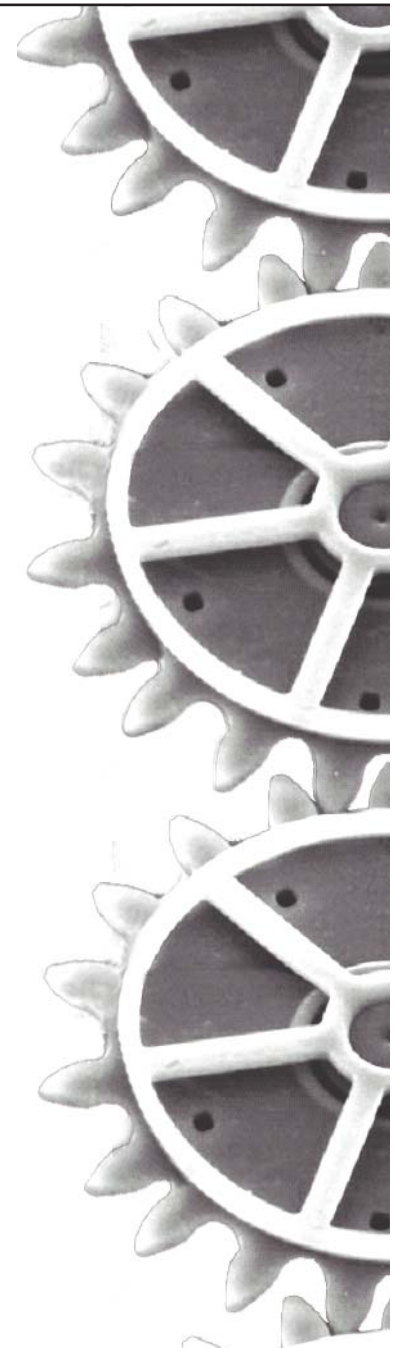
In order to comply with Idaho Code 67-1901 – 67-1904, the Idaho Department of Parks and Recreation (IDPR) is including this additional supplement to its 2006-2010 Strategic Plan. The 2008 update includes a restatement of Goals and Objectives by Division and a review of accomplishments.

Goals and Objectives by Division

The Idaho Department of Parks and Recreation is organized into two divisions, Management Services and Operations. The Management Services Division includes Support Services, Vehicle Registration, Accounting, Management Information Systems, Human Resources, Public Information, the Volunteer Program, State and Federal Grants, Purchasing, Parks Development, and Comprehensive Planning. The Operations Division includes State Parks, the Outdoor Recreation Program, Park Reservations and Park Interpretation.

Most of the day-to-day business of the agency involves participation at some level by both divisions. Goals and objectives were assigned to the division most responsible for each. At the performance measure level, measuring will often be the responsibility of Comprehensive Planning in the Management Services Division. However, assignment of responsibility goes to the division being measured.

Major accomplishments during 2008 are listed by goal and objective, beginning on the following page.



Goal: Focus On Core Responsibilities—

Objective: Consider the day-to-day management of our legislatively authorized parks and programs our first priority (Operations)

Customer Satisfaction

One of the most important aspects of managing our day-to-day programs is to assure that customers are satisfied with their experience. IDPR encourages customers in our parks to let us know how we're doing by providing customer comment cards that can be sent straight to the agency director. That opportunity can help us correct immediate customer concerns, but it is not as effective in identifying issues that may be slowly developing. To uncover emergent problems, we proactively ask customers to rate their experience in our park. We then compare that rating with their expectations.

Each summer IDPR asks randomly selected customers to rate the **importance** of certain park characteristics and facilities in influencing their recreational experience at **any** park that they may happen to visit. Visitors are then asked to rate the level of their **satisfaction** with those same items in **the specific park** where they received the survey. Five-point scales are used to measure the levels of importance and satisfaction. On the Importance scale, 1=Not Very Important, and 5=Very Important. Similarly, on the Satisfaction scale, 1=Not Satisfied and 5=Very Satisfied.

Using the scores from the Importance scale, we determine the four items customers care the most about. Scores on those indicator items are entered into a Customer Satisfaction Index (CSI) formula to produce an overall satisfaction index for each park. If visitors perceive a park as performing well on these most important measures, then the parks are likely performing well in general. The customer-driven indicator items are: "Clean working restrooms," "Park safety and security," "Overall park condition" and "Helpful park staff." The following table shows CSI numbers for Idaho's state parks for 2005, 2006 and 2007.

Items	Number of Respondents			Mean/Average		
	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>
Park CSI	2117	1738	1934	87.1782	87.3454	89.7011
CSI of Clean Working Restrooms	2479	1989	2198	20.5678	20.8428	21.2219
CSI of Overall Condition of the Park	2687	2173	2486	22.0087	21.9225	22.2524
The CSI of Safety and Security	2496	2072	2356	21.6421	21.8056	22.1522
The CSI of Helpful Park Staff	2584	2092	2346	22.8183	22.5562	23.1767

Of the four importance indicators, customers rank "Clean working restrooms" as their most important park attribute. Our surveys have been showing some dissatisfaction in this area, so during FY 2007 the agency paid significant attention to this issue by upgrading restrooms (see detail in

Objective: Devote a significant share of agency resources to improving the condition of our facilities).

When this issue became apparent through our customer surveys, IDPR began focusing on it. The results are an incremental, but significant, increase in satisfaction to this point. With recent additional improvements we expect the level of satisfaction to increase further.

Day-to-Day Work

To most people, our state parks are the most visible component of our agency. They are places where you can go time and time again, building family memories. But much of what the agency does to provide recreation opportunities takes place behind the scenes.

The agency's small registration section distributes stickers for various kinds of recreation vehicles so that users can remain in compliance with the law. As the following chart indicates, use of these vehicles is either steady or increasing. In the case of motorbikes/ATVs that increase is dramatic, particularly in ATVs.

Registration Program	2007 Registrations	5-year trend
Snowmobiles	48,413	+1.18%
Motorbikes/ATVs/UTVs	131,961	+62.1%
Motorized Boats	86,225	+5.95%
RVs	94,747	+9.8%

Money collected through the registration of those vehicles goes directly into programs that provide facilities and services for users. For instance, the money buys docks, builds restrooms, and grooms snowmobile trails. One of the programs funded through registrations is IDPR's Trail Ranger Program. Trail crews clear about 1500 miles of trails each year, and construct some new trails, mostly on land managed by the Forest Service.

Our State and Federal Grant Section manages various outdoor recreation grant programs for the agency. In 2008, the staff of four provided technical assistance to 237 grant applicants, agencies and local communities that resulted in the granting of \$7,259,002. The following table shows the funding distribution by program.

Grant Program	Money Granted in FY-2008
LWCF	\$124,002
Recreation Vehicle	\$3,342,000
Waterways Improvement Fund	\$1,300,000
Recreation Trails	\$1,289,000
Off-Road Motor Vehicle	\$618,000
Motorbike	\$286,000
Road and Bridge	\$300,000
TOTAL	\$7,259,002

Volunteers

In 2007, 327 individual volunteers donated 62,343 hours to IDPR parks and programs. The volunteers staffed exhibits and entrance stations, acted as hosts at campgrounds and visitor centers, presented interpretive programs, maintained landscaping, repaired structures, kept vehicles running, and recruited other volunteers. More than 13,000 hours were contributed by groups that helped us with maintenance, special events and wildlife monitoring.

Volunteers donated an average of 170 hours every day of the year, giving IDPR the equivalent of an extra 32 full time employees in 2007. Over the last five years volunteer contributions have increased 51%.

Information Technology

Current Information Technology initiatives include:

- This year we restructured the management of the MIS workgroup to provide for separate supervision of the two distinct workgroups, application development/maintenance and infrastructure support.

- After hearing our customers' requests for WiFi "hotspots" we conducted a survey to determine system-wide interest, researched national

trends, conducted site assessments, and selected state park sites for piloting a WiFi project based on beneficial impact on operations as well as customer service. To date four park locations have been implemented - Bruneau Dunes, Ponderosa, Harriman, and Henrys Lake State Parks. These locations will be closely monitored over the course of the summer to judge the success of the project.

- As part of Harriman State Park's Manager Keith Hobbs' Certified Public Manager (CPM) course project we have started piloting the installation of several interpretive Web Cams within the system (Harriman, Henrys Lake, Ponderosa, and Bruneau Dunes). Before the end of summer 2008 we will also have a closed circuit camera installation at Harriman to monitor construction progress and at Ponderosa to assist operations staff in monitoring campground loops to supplement patrol efforts. A security camera installation is pending for the Boise Headquarters compound. These three installation types represent important areas of park operations – interpretation, safety, and security (not necessarily in that order!).

- Production environment enhancements include

- o A pilot project to install local

VPN appliances that will eliminate the use of iKeys by park staff when working within the park system. It is our objective to improve staff efficiency and reduce frustration levels without compromising system security.

- o Outlook Web Access has been made available to all staff with the effect of making email available where and when it is required.

- o Broadband telecommunication has been implemented at all but two park locations and work is progressing to upgrade those systems as soon as possible.

- o Telecommuting has been offered as an option to several employees and plans are in the offing to make it more widely available. A policy is currently in its second draft and we are developing procedures to assist in determining its applicability and to provide for adequate security and support.

- o Network attached storage has been installed in several locations allowing file and print service without having to maintain a PC or server in a constant “on” state.

- o “Green” PC's are now the only equipment purchased by the agency.

- o Site-by-site equipment assessments have been conducted with some sites seeing a reduction in the number of systems in place while other sites

have had their inventory increased. This is an attempt to ensure that the right equipment is positioned at each location.

- o “New-to-you computers” is a concept whereby when new computers are brought into the system they are placed at the location of greatest need. Displaced computers are then repositioned to a location that would benefit from an enhanced configuration. Thus, a “reconditioned” computer, while not new, is new to the user benefiting from an upgrade at another location.

- o Imaging or “Ghosting” of computers has provided a higher level of configuration consistency and allowed our support staff to be more efficient and effective in their efforts.

Application environments

- o In an effort to provide a higher level of customer service we are in the process of developing in conjunction with Access Idaho an Online Recreation Registration Renewal process and Website. This application will be online this winter.

- o An Incident Accident Application has been in production for a year and the second “enhanced” version will be ready for deployment this fall. This application is a key component of the agency's workplace safety program.

Invasive Species

IDPR routinely works with county weed control programs. Of special note this past year is an effort at Henrys Lake State Park, where they are working cooperatively with Fremont County Weed Control, the Greater Yellowstone Weed Management Area Working Group, and Idaho Fish and Game to prevent the introduction of Eurasian Water Milfoil into the waters of Henrys Lake. An extensive education and survey program is ongoing. A portable boat wash station has been installed at Henrys Lake State Park with park and volunteer staff washing boats, prior to their entry into Henry Lake and providing education on this invasive species and the threat it poses.

Goal: Focus On Core Responsibilities—

Objective: Devote a significant share of agency resources to improving the condition of our facilities

Experience Idaho

During 2007, IDPR was engaged in an ambitious initiative called Experience Idaho. The Initiative saw the completion of a new citizen-driven master plan at Eagle Island State Park. The 2007 Legislature and the Governor appropriated and approved \$3 million to fund a key component of that plan, a new bridge over the Boise River connecting the park with State Street. The bridge will expedite the creation of planned water features in the park through the removal of gravel, the sale of which will provide additional development. The bridge is scheduled for completion Spring 2009 with the gravel extraction planned for completion 5 years later.

Construction is almost complete for a new day use area, entrance road and welcome center at Ponderosa State Park, another Experience Idaho Initiative project. At Heyburn State Park, construction is scheduled for completion for a new welcome center along with additional parking for Fall 2008.

A rustic retreat center at Harriman State Park will be completed by Spring 2009. One new campground is currently being built at Lake Cascade State Park, with a Fall 2008 completion expected. Another is in final design.

At Castle Rocks State Park the Experience Idaho projects are a new RV campground. The Smoky Mountain Campground is complete and open to the public.

Facility Maintenance

Visitor surveys have shown that many parks were not meeting customer expectations for restroom quality. During FY 2007 the agency performed restroom upgrades at Heyburn (Chatcolet and Rocky Point), Hells Gate (including showers), Lake Cascade, Massacre Rocks, and Round Lake. Electrical, water and sewer upgrades were designed and will be bid in 2007 at Farragut, Heyburn, Dworshak, Winchester, Bruneau Dunes, Three Island, Lake Cascade, Thousand Springs, Castle Rocks, Bear Lake and Henrys Lake state parks.. Roof replacements were done at Old Mission, Heyburn, Dworshak and Hells. Playground equipment was upgraded at Farragut, Heyburn, Dworshak and Lake Walcott. New centralized sewer systems are being installed at Heyburn and Farragut State Parks.

Goal: Focus On Core Responsibilities—

Objective: Determine what outdoor recreation facilities are needed by the public and determine the best way to see that they are provided

In-Depth Surveys

In addition to conducting the customer satisfaction surveys at each park every summer, IDPR conducts more in-depth surveys at six parks each year. Those surveys are often conducted at parks where facility renovation or the development of new facilities is under consideration. The customized questionnaires ask visitors their preferences regarding what type of facilities will be built, where they are sited and how they are managed.

The six custom surveys also allow us to get more specific information about concerns that are showing up on customer satisfaction surveys. For instance, it is not enough to know that our restrooms or boating facilities (for instance) are not meeting visitor expectations. We need to know why? Is it a management issue? Are the facilities in poor repair? Is there not enough capacity at a facility? The answers to questions focused on an array of potential issues help us determine what the problem is, then solve it.

Goal: Focus On Core Responsibilities—

Objective: Be responsive to scheduling resources to customer requests through an enhanced reservation system

Reservation Program

The Idaho Department of Parks and Recreation has continued with its reservation service provider, Camis USA, Inc. The reservation call center for Idaho's state parks continues to operate out of Boise utilizing a toll-free telephone number. The call center and the vendor's U.S. headquarters for business operations are located in Boise.

IDPR has again made improvements this year to the format and functionality of its public reservation webpage and, in conjunction with the vendor, provided enhanced customer access for online self-serve reservations. Among other things, the flow and design of the site was changed in order to provide a more intuitive interface and campsite photos were reduced in size to take into consideration customer's browsing restrictions due to varying line speeds. These changes are intended to facilitate ease of customer access to online reservation self-service and provide a more accessible reference for customers wanting to understand the agency's reservation rules and regulations on a 24 hour basis.

The resulting shift of customer calls for reservation service from the parks to the call center and webpage has resulted in better utilization of

IDPR staff resources allowing them to focus more on customer service at the park level as well as tend to their operational responsibilities. With the current system we utilize the call center and the Internet to provide 24-hour access to the reservation component of the system with minimal impact on park staff resources. The parks' telephone infrastructure has consequently been freed up to allow customers to more readily contact parks for non-reservation related reasons.

The current vendor contract has in fact alleviated the demand on IDPR technical staff in addressing reservation system hardware and software problems, resulting in a substantial time and cost savings in this area for the agency.

The Idaho Department of Parks and Recreation Reservation Program established a reservation service center for the purpose of providing support and service for our external customers and IDPR staff as well. This includes acting on the customer's behalf in resolving problems experienced while using the system, as well as assisting customers in their choice of camping locations by answering questions about our parks and the services offered at each location as well as providing information about local

attractions and activities.

Assistance is provided for our webpage customers in navigating the site, interpreting instructions, etc. and others who are just seeking additional information on rules, regulations, resources, etc. In addition to providing support for our external customers, the service center also provides training and coaching support to IDPR staff and call center agents using the system. Program staff also focuses on testing new revisions to the software and troubleshooting application bugs as they are identified.

The Reservation Program is focused on the agency's best business practices relative to the program goals and objectives. As a part of that process we continue to review and revise Agency Board and IDAPA rules to establish a better and more effective alignment with IDPR business practices. As part of our efforts to stay informed on industry-wide best business practices the agency is hosting a national gathering of state reservation program managers in Boise in the fall of 2008. In addition, we continue to investigate vendor offerings and review advancements in the technologies involved in providing this service to camping customers throughout the country.

Development is near completion

on improved reporting processes that will allow us to more accurately track resource utilization (individual and group campsites and facilities, and marinas, docks and slips). In addition to a comprehensive suite of preformatted reports for operations and statistical reporting purposes, we are focused on developing an ad-hoc reporting environment to meet administrative level reporting needs.

We have also refined the model for processing revenue through the reservation system and into the agency's revenue reconciliation application.

Goal: Address the Issues Associated with Growing Demand—

Objective: Assure public access for outdoor recreation through key land acquisitions, easements, education, and partnerships

Access Website

In partnership with other state and federal agencies, IDPR is leading an effort to develop a website that will allow recreationists to quickly learn where recreation opportunities are statewide and print detailed, customized maps to meet their needs for access to outdoor recreation.

IDPR is now working with state and federal partners on the development of a website that would offer complete functionality as a demonstration in one area of the state where information is already available. Additional regions will be added as federal travel management plans are instituted.

SOBA Conference

IDPR hosted the national States Organization for Boating Access (SOBA) annual conference in September of 2007 in Coeur d'Alene. SOBA is devoted to the acquisition, development and administration of public recreational boating facilities. The organization provides a forum for the exchange of views, ideas, concepts and experiences related to all aspects of such facilities.

Monitoring Access Issues

The Comprehensive Planning Section represented the department on four different federal travel management plans as a cooperating agency. The section also provided technical assistance as a cooperating agency on two Bureau of Land Management Resource Management Plans. In order to protect recreation facilities and opportunities, IDPR reviewed and commented on 225 proposed land management actions in 2007 to suggest appropriate mitigation measures.

The section also updated the Idaho Outdoor Recreation Facility inventory to provide a database and picture of existing outdoor recreation facilities.

Objective: Provide education, mediation and regulatory programs to enhance user opportunities and experiences

Education, Interpretation and Special Events

In FY-2008 OHV safety education and avalanche classes reached 662 students. Our mobile education trailer offered instruction to 12,000 participants. IDPR's boating safety program trained 720 classroom students, 47 home study students and 104 Internet students. In addition, we trained 50 law enforcement officers in boating safety education techniques. They in turn made 18,348 recreational boating safety compliance inspections and checks.

Nearly 70,000 visitors participated in park hosted programs and special events.

Recreation Mitigation

As a part of the Federal Energy Regulatory Commission licensing process for hydroelectric dams, IDPR participates in mitigation negotiations. That process usually results in increased opportunities for outdoor recreationists, most often at sites outside our parks. One exception to that

recently is still a good example of the project work accomplishes.

Under the settlement agreement with Avista on the Post Falls Hydro Project, IDPR reached an agreement with the power company on financing improvements at Heyburn State Park, along the Coeur d'Alene Parkway, and for navigation aids on the South Fork of the Coeur d'Alene up as far as Old Mission State Park. The improvements range from placing sand at beaches in Heyburn State Park to a new breakwater at Higgins Point. Implementation can begin as soon as FERC gives Avista a new license which should happen in 2008.

Objective: Seek ways to bring sustainable funding for outdoor recreation into alignment with demand

Non-motorized Boating

IDPR is working with the Governor's office to determine the feasibility and advisability of developing a registration system for non-motorized boats. Revenue generated from registration would likely go into the development of facilities such as parking lots, restrooms and launch sites for non-motorized boaters, as well as law enforcement and safety efforts associated with the activity. A task force studying the issue includes jet boaters, whitewater paddlers, state officials and legislators. As a part of the process, a series of public hearings is likely.

Provide Outdoor Recreation Leadership—

Objective: Assume a leadership role in seeking partnerships with other agencies, NGOs and the private sector to enhance outdoor recreation

A Plethora of Partnerships

During the past year the agency has participated in many new partnerships and has continued valuable relationships with long-time partners. A partial list of partners includes the National Park Service, Boise State University, the Winter Wildlands Alliance, Avista, the State Scenic Byways Committee, the Nature Conservancy, the Idaho Department of Health and Welfare, the Idaho Department of Commerce and Labor, the Idaho Trails Council, the Boise Astronomical Society, U.S. Forest Service, Defenders of Wildlife, National Wildlife Federation, Idaho Dept of Fish & Game, U.S. Forest Service, U.S. Fish & Wildlife Service, Priest River Forest Connection Group, Idaho Dept of Lands, Re-Creation Unlimited, Priest Lake Chamber of Commerce, Hill's Resort, Nordic Ski center, Blue Diamond Marina, U of I department of Consumer Sciences, Priest River High School Home Economics, North Idaho College Department of Environmental Sciences, Spokane Community College Department of Natural Resources, Girl Scouts, Bonner County Sheriff, Idaho State Police, Sandpoint City Recreation, Lake Pend Oreille

School District, the Farragut Flyers, Idaho Army National Guard, Idaho Transportation Department, North Idaho Centennial Trail Foundation, Kootenai County, Post Falls, City of Coeur d'Alene, Coeur d'Alene Tribe, Gonzaga University, Shoshone County Groomer Board, Shoshone County Waterways, Association for Sacred Encounters, Friends of McCroskey, The Jack O'Connor Hunting and Heritage and Education Center, Lewis and Clark State College, Hells Canyon Archers, Atlas Sand and Gravel Company, The Backcountry Horsemen, The Army Corps of Engineers, The Lewiston Chamber of Commerce, The Clarkston Chamber of Commerce, The Nez Perce Tribe, The North Central Travel Council, The Nez Perce County Sheriff's Office, Lewiston Mountain Bike Club, Wolf Education and Research Center, Friends of the Winchester Library, Winchester Museum of History, Dworshak National Fish Hatchery, Dworshak State Park Association, Clearwater Archers, Clearwater State Fish Hatchery, Clearwater County Economic Development, Orofino Chamber of Commerce, City of Orofino, CPTPA, Clearwater National Forest, Dworshak Reservoir User Association, Women in the Outdoors,

Clearwater County 4-H, the Idaho Recreation and Tourism Initiative, ANSER Charter School, Idaho Foundation for Parks and Lands and many others.

Objective: Improve communication with the public and partners about outdoor recreation opportunities and issues

Marketing Plan

The agency has been working diligently to construct a five-year, comprehensive marketing plan for implementation in 2009. It is anticipated that the plan will be in final form and ready for board approval in fall of 2008. In addition, IDPR will celebrate the centennial of its first state park, Heyburn State Park July 12, 2008, with celebrations within each Idaho State Park, statewide. A significant advertising and public relations campaign accompanied the celebration planning, advertising the unique events and offerings found within Idaho's State Parks. As a component of our Centennial Celebration outreach efforts, IDPR partnered with the Department of Education to create lessons engaging Idaho fourth grade students about the history of state parks in Idaho, healthy lifestyles and resource stewardship. The "classroom kits" provided teachers with all the materials they needed to introduce the lessons to their classes and included individual activity guides for each student and a free Idaho State Park day-use coupon

to encourage actually experiencing the outdoors. IDPR is also actively involved with Idaho's "Children in Nature" campaign efforts, which is a multi-agency initiative. All efforts are on-going.

Website

More than 1,600 unique visitors a day were using it in May, each spending an average of 4+ minutes on the site. IDPR and the Idaho Department of Commerce share databases so that the many recreation websites offered by the two agencies feature up-to-date public and private sector lodging and campground information.

Performance Measure Adjustments

Many of IDPR's performance measures developed at the beginning of this plan were dependent on surveys and research analysis from the agency's human dimensions analyst, a position eliminated in the FY 2008 budget by the Division of Financial Management. This necessitated eliminating three of the nine performance measures developed for the agency. Performance measures eliminated are highlighted in yellow on the following tables.

GOAL	Objective	Performance Measure	Benchmark	Notes
Focus on Core Responsibilities	Consider the day-to-day management of our legislatively authorized parks and programs our first priority	Operations --A high level of satisfaction with cleanliness and functionality of state parks.	A PARK CSI of 90	Benchmark determine by past performance based on methodology described earlier.
		Administration --A high level of satisfaction with motorized outdoor recreation programs.	PROGRAM CSI of __	Benchmark to be determined prior to Sept. 1 based on baseline from initial survey results. Surveys will be rotated between motorized user groups annually: Snowmobilers Motorbike/ATV users RV users Boaters
	Devote a significant share of agency resources to improving the condition of our facilities	Operations —A continuous reduction of IDPR's facilities backlog.	A minimum of 20% of the IDPR Capital Outlay budget request will be for maintenance and replacement of facilities.	This effort will help reduce the backlog so IDPR can transition to a scheduled maintenance program based on a facility lifecycle, thus ultimately reducing costs.
	Determine what outdoor recreation facilities are needed by the public and determine the best way to see that they are provided	Administration — A high level of alignment of user needs with grant criteria.	Annual statewide needs assessment survey with valid responses from 384 recreationists.	This response rate is adequate to assure a plus or minus confidence interval at a 95 percent confidence level for a population of this size.
	Be responsive to scheduling resources to customer requests through an enhanced reservation system	Operations —A high level of satisfaction with the agency's reservation system.	A RESERVE CSI of __	Benchmark to be determined prior to Sept. 1 based on baseline from initial survey results.

GOAL	Objective	Performance Measure	Benchmark	Notes
Address Issues Associated with Growing Demand	Assure public access for outdoor recreation through key land acquisitions, easements, education, and partnerships	Operations —Provide increased outdoor recreation opportunities in relation to increasing demands through maintenance of trails on public lands.	1,500 miles of trail maintained by trail rangers annually.	Benchmark determined by past performance.
	Provide education, mediation and regulatory programs to enhance user opportunities and experiences	Operations — Provide motorized recreationist with safety and environmental educational opportunities appropriate to their activity.	Participation in safety classes and environmental education opportunities by 1,700 users each year.	Benchmark is an estimate for the first full year of the program and is likely to increase significantly in future years.
		Operations — Provide park visitors with learning opportunities in keeping with the nature of individual parks.	Participation in park interpretive programs by 50,000 visitors each year.	Benchmark determined by past performance.
	Seek ways to bring sustainable funding for outdoor recreation into alignment with demand			

GOAL	Objective	Performance Measure	Benchmark	Notes
Provide Outdoor Recreation Leadership	Assume a leadership role in seeking partnerships with other agencies, NGOs and the private sector to enhance outdoor recreation			
	Improve communication with the public and partners about outdoor recreation opportunities and issues	Administration —A high level of interest in IDPR programs as indicated by website use.	600,000 unique users annually	Benchmark determined by past performance, as measured by web statistics tracking software built into IDPR's site.

